

Alaska WIC BFPC Policies

Local Agency Breastfeeding Peer Counselor Supervisor/Coordinator

General Description:

The local agency breastfeeding coordinator or WIC coordinator of the Breastfeeding Peer Counselor program coordinates and implements the project.

Qualifications:

- Designated Breastfeeding Coordinator or WIC agency Coordinator.

Knowledge, Skills and Abilities

- Has demonstrated experience in program management.
- Has demonstrated expertise in breastfeeding management and promotion.
- Has a minimum of one year experience counseling breastfeeding women.
- Excellent written and verbal communication skills.
- Demonstrates positive and accepting approach when promoting breastfeeding within the WIC environment.
- Ability to maintain confidentiality of program records.

Training

- Receives state-approved training in breastfeeding management.
- Participates in continuing education about breastfeeding annually.
- Receives “Using *Loving Support* to Manage Peer Counseling Programs” training.

Supervision:

This person is supervised by the local agency CEO and the State WIC Breastfeeding Coordinator for BFPC purposes.

Duties:

- Works to establish program goals and objectives.
- Works to establish peer counseling program protocols and policies.
- Assists in determining peer counselor staffing needs.
- Recruitment, training, and orientation in alignment with program policies and standards.
- Mentoring new peer counselors and providing ongoing supervision
- Monthly meetings with peer counselors
- Collecting documentation and data as appropriate.
- Monitoring the program.
- Routinely communicates to supervisor & State Breastfeeding Peer Counseling Coordinator on program progress and or concerns.

- Works with peer counselors supervisors and managers to assess for ongoing improvements to the program that may be needed.
- Attend quarterly BFPC teleconferences.